



Office of the Mayor-President
Purchasing Division

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Parish of East Baton Rouge
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Director of Purchasing

ADDENDUM NO. 1

January 21, 2016

20008-16-Baton Rouge River Center Website Re-Design and Development

Proposal submission deadline: **February 1, 2016**
Proposal Closing Time: **2:00 p.m. (Local Time)**

Your reference is invited to **Solicitation No: 20008-16-Baton Rouge River Center Website Re-Design and Development** which is scheduled to open at 2:00pm, on February 1, 2016, for **Website Re-Design and Development** for the City of Baton Rouge-East Baton Rouge Parish.

1. This addendum provides the attached responses to all questions received by the RFP deadline.
2. This addendum clarifies the submission address to submit proposal responses to read:

City of Baton Rouge/Parish of East Baton Rouge
Purchasing Division
City Hall
222 Saint Louis, 8th Floor, Room 826
Baton Rouge, LA 70802

This addendum is hereby made a part of the RFP for Website Re-Design and Development Initiative and should be acknowledged.

RFP QUESTION RESPONSES

1. Do you have an existing relationship with any firm in regards to the requested scope of work?
 - o No.
2. Who was responsible for the last redesign of brrivercenter.com? Will that vendor be responding to this RFP?
 - o All companies that meet the requirements outlined in the RFP are eligible to submit a bid.
3. What is your budget for this project? Do you have an acceptable budget range? We ask this specifically to ensure that we're aligned with regard to the level of effort required to build a compelling website, based on our experience. We put a lot of thought and effort into our RFP responses, so we just want to make sure we're in the same ballpark.
 - o No specific budget has been determined. Accepted bid will be the best value.
4. How many people are on the evaluation committee?
 - o 5 people
5. What are the names of the individuals on the evaluation committee and their relationship to the Baton Rouge River Center / Office of the Mayor?
 - o This is confidential information.
6. What weight (if any) is given to local or state owned and operated businesses?
 - o All bids will be considered.
7. Are you open to implementing an open source CMS such as WordPress? Do you have a preferred CMS platform?
 - o Yes, we would be open to utilizing Word Press. At this time, we do not have a preferred CMS platform.
8. Can you please expand on the Deliverable *"Website must not require plugins as a default?"*
 - o Plugins are acceptable, so long as they do not inhibit the website load time. We would ultimately like to maximize platform compatibility.
9. Can you please clarify and expand on details regarding legacy browser support and legacy broadband / dial-up support related to the listed mandatory *"Design architecture allows the website to be rendered on older devices and operating system within two seconds."*
 - o We would be open to expanding the load time requirement, but we would like to ensure website would be compatible with all devices, even older ones.
10. Can you please clarify and expand on details regarding what external City website resources are anticipated to be indexed in the search related to the listed mandatory *"Provide a search engine solution that will support indexing of all contents within the CMS, as well as, external City website resources."*
 - o We do not anticipate any external City website resources to be utilized.
11. Can you provide data on site traffic and bandwidth usage? It is difficult to provide an accurate hosting quote without it.
 - o At this time, we do not have site traffic statistics.
12. Who will be responsible for content migration? If the vendor will be responsible for migration, how much?
 - o Vendor will be responsible for all content migration.
13. Can you please further elaborate on the "secure portal" section for part-time employees?
 - o Employees will have access to HR forms, work schedules, classified event information, secure messages, etc.

14. Most responses will offer Open Source Software (OSS) as the Content Management System (CMS). While QuickSilk is fluent in OSS (WordPress, Drupal, Joomla etc.) we have developed our own CMS that offers a much lower total cost of ownership than OSS. It's delivered as a service (SaaS). The question is, are you open to using a proprietary SaaS platform (QuickSilk would host your website) if it provides you and your staff with access to all site information/data as well as control over the website and ability to easily edit and update all aspects of it? Note that the hosting data center is located in Baton Rouge River Center so all data would remain in country.
 - While we prefer to use an Open Source CMS, we would consider your proprietary platform.
 15. Connected to that is Hosting. As our software is delivered as a service (SaaS) we need to ensure that it is hosted in a secure data centre to not only be able to deliver a high level of service, but to protect it against viruses and other issues OSS is subject to. Attached are the specifications for the one we use in the US. To that end I would be grateful if you could confirm that the Baton Rouge River Center is willing to host externally.
 - Yes, we would consider external hosting.
- Advantages to doing so include:
- a. *Infrastructure:* QuickSilk manages all IT infrastructure, availability, daily backups and redundancy which eliminates your costs for computing hardware, software and the people needed to manage it.
 - b. *Security:* QuickSilk customers include the World Bank, Canadian Parliamentary Budget Officer, the Ontario Financial Accountability Office and NAV CANADA. All these organizations require a high level of security and QuickSilk passed their technical due diligence in this regard. We engage in regular scanning using Trustwave's family of solutions to ensure QuickSilk is compliant with the security standards established by the Open Web Application Security Project (OWASP) and Web Application Security Consortium (WASC). Your website would be hosted in the US in a PEER 1 SAS 70 Type II certified facility featuring enhanced security. PEER 1 is certified on the Safe Harbour List and abides by the principles set forth in the Safe Harbour framework. This data centre currently manages over 500,000 websites.
 - c. *Upgrades:* SaaS software does not involve downloading patches or updates. QuickSilk manages all updates/upgrades on our servers. This means you will never have to issue a tender to update you website code.
16. The Solicitation indicates that bidders much provide "*Information demonstrating the Proposer's financial stability (financial statements, annual reports, or similar data for the last three years.)*" Is this mandatory? QuickSilk has been in operation since 2001 and are financially sound. However, we are not inclined to provide financial details of the type requested.
 - While your company's financial details are not mandatory, we will be using that information to garner a better understanding of your company. Please note that we are a city owned and operated facility, thus all of our financial information is/will be public knowledge, including this website development.
 17. Page 26 of the RFP – multi lingual
 - Insufficient information provided to adequately respond.
 18. On the current site ticket purchases link out to TicketMaster.com, will the new site continue to link out to TicketMaster for all ticket purchases?
 - All transactions will still be linked to Ticketmaster, but do not necessarily need to leave the site.
 19. On the current catering orders link out to CaterTrax, will the new site continue to link out to CaterTrax for all catering orders?
 - Currently, we use CaterTrax to process our catering orders. But we are open to new ideas for this service.
 20. Is there a technology or CMS preference for this project?
 - No preference at this time.
 21. Has a budget been defined for this project? If so, will that information be shared with vendors?
 - No specific budget has been determined. Accepted bid will be the best value.

22. Page 20 of the RFP mentions developing a portal for weekly staffing of part time employees, can you elaborate on the functional requirements for the portal?
 - o Employees will have access to HR forms, work schedules, classified event information, secure messages, etc.
23. Has the Baton Rouge River Center identified any sites it likes or looks to for inspiration?
 - o <http://www.gwinnettcenter.com/>
 - o <http://www.kfcyumcenter.com/>
 - o <http://www.schottensteincenter.com/>
 - o <http://www.stocktonlive.com/>
24. Do you plan to maintain your current branding for Baton Rouge River Center or are you open to re-envisioned branding concepts built into the new digital platform?
 - o Current branding must stay in place.
25. Do you have analytics data on current site traffic, mobile access and SEO results for bririvercenter.com? What elements of your current strategy have been most successful, and in what areas are you experiencing obstacles?
 - o At this time, we do not have site statistics or a strategy in place. We look forward to working with the website development team to finally put one in place.
26. Do you have any requirement or preferences in terms of CMS selection?
 - o No preference at this time.
27. Considering the scope of the project, would you estimate that a general budget range would be.
 - a. \$1,000-10,000
 - b. \$10,000-30,000
 - c. \$30,000-70,000
 - d. \$70,000+
 - o No specific budget has been determined. Accepted bid will be the best value.

GENERAL

28. Are there specific measurable goals for this project?
 - o The goal for the project is to create a new and updated website that not only enhances the overall appearance of the website but also creates a better user experience for potential clients, patrons, and River Center employees. Measurable performance indicators will be negotiated with the successful awarded contractor.
29. How will you measure the ROI on this project?
 - o Ticket sales and any per click revenue.
30. On page 34, in the Affidavit, it indicates that the notary public is to notarize the document in Baton Rouge, Louisiana. Does this document serve as an example, or does this mean that we must notarize it in Louisiana only?
 - o The awarded contractor agrees to execute the Agreement and Affidavit and furnish to the City-Parish all insurance certificates and performance bond (if applicable) required for the project within fifteen (15) calendar days after receiving notice of award from the City-Parish.

DESIGN

31. Do you have high-resolution photographs you'd like to be used in the new website, or would you like us to conduct a photoshoot to produce new images?
 - o We have some in house, but we're always looking to expand our collection.
32. Please answer the following question only if you'd like us to produce new images: what will we be photographing? (People, venue, events, etc.)
 - o Primarily the venue, but we may request people, events, food, etc. as well.

FUNCTIONALITY

33. What tasks - other than basics such as reading text, watching videos, and submitting simple contact requests – do you want website visitors to perform on the site?
 - o Ticket purchases, social sharing capability, secure portal for employees, catering order submission, downloading documents, employment applications, secure promoter portal for contract submission and event files, and other possible uses.
34. What tasks - other than basics such as uploading/editing/deleting text, uploading/deleting documents and videos – do you want website administrators and content contributors to perform on the site?
 - o Modification of layout, as needed. Application integration, for future usage.

INTEGRATION

35. What 3rd party platforms/software would you like to have your new website integrated with?
 - o Ticketmaster and CaterTrax
36. Is the Request for Proposals open to any and all firms that can meet the requirements as listed in the RFP? Or are submissions restricted to firms that currently have service agreements with the City-Parish or have pre-qualified as Vendors?
 - o All bids will be considered.
37. Does the City-Parish expect the awarded firm to spend a significant amount of time on-site? Or can most of the work be done off-site/remotely?
 - o Most of the work will be done off site. However, availability for on-site meetings is desired.
38. Does the City-Parish have a preference regarding specific CMS/platform technologies?
 - o No preference at this time.
39. What CMS does the current Baton Rouge River Center website (<http://www.brrivercenter.com/>) use, if any?
 - o Dynasite.
40. It appears that the Baton Rouge River Center's current website (<http://www.brrivercenter.com/>) was developed by Transformyx. Would that be considered the incumbent firm providing the River Center with website development services?
 - o Yes, Transformyx has developed our current site. Transformyx and all companies that meet the RFP requirements are eligible to submit a bid and all bids will be considered equally.
41. In recent years, what has the City-Parish spent annually for the maintenance and hosting of the current River Center website (<http://www.brrivercenter.com/>)?
 - o Question not applicable to current RFP.
42. Has a budget already been approved for this project?
 - o No specific budget has been determined. Accepted bid will be the best value.
43. Is there an estimated budget range for this project? Or do you have any information regarding previous budgets for similar projects?
 - o No specific budget has been determined. Accepted bid will be the best value.
44. Will local/in-state companies be given preference on this project?
 - o All bids will be considered.
45. The RFP mentions "Innovative concepts"...are you expecting proposers to provide ideas for the site and design concepts prior to being hired?
 - o Yes, but we are looking for concepts not a fully developed design.
46. Will Ticketmaster continue to be the ticketing partner?
 - o Yes.
47. Do you want/need custom integration (i.e. XML) or do you prefer the ticketing browser window to open up as it does now?
 - o We would prefer custom integration, but aren't opposed to still using the pop-up window.
48. Do you need a CMS? If so, do you have a preference?
 - o Yes a CMS is required, but no preference at this time.
49. Are you providing all photography assets and VT's for the site or is new photography needed?
 - o We have some photography in house, but we're always looking to expand our collection. Primarily the venue, but we may request people, events, food, etc. as well.
50. How will success be measured for this project?
 - o Measurable performance indicators will be negotiated with the successful awarded contractor.
51. Are there features you want/need that are not on the current website?
 - o Please refer to RFP.
52. What venue websites do you think are doing it right?
 - o <http://www.gwinnettcenter.com/>
 - o <http://www.kfcyumcenter.com/>
 - o <http://www.schottensteincenter.com/>
 - o <http://www.stocktonlive.com/>

53. We would also like to have a secure portal developed for weekly staffing of our part-time employees. Please elaborate
- a. What kind of information will be in the portal?
 - b. Will there be content in the portal staff members will not have access to?
 - c. Will there be more access than read only for the content uploaded in the portal?
 - o Employees will have access to HR forms, work schedules, classified event information, secure messages, etc. We would also like staff scheduling software utilized here.
54. Automated job posting feature. Feature should include a template and ability to apply online. Please elaborate.
- What will make this automated? Will this be a 3rd party service/plugin?
 - o We would like to post future jobs and have them automatically removed once the job closes. (Ex: Schedule job posting to go live Monday and to be removed in three weeks.)
 - Will this feature be available for users other than River Center?
 - o No.
 - Will this feature need users to be able to post jobs?
 - o Yes, our HR department will oversee this.
 - Will payment need to be taken for job postings?
 - o No.
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 - Will there be content in the portal staff members will not have access to?
 - Will there be more access than read only for the content uploaded in the portal?
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 - Will this feature be available for users other than River Center?
 - o No.
 - Will this feature need users to be able to post jobs?
 - o Yes, our HR department will oversee this.
 - Will payment need to be taken for job postings?
 - o No.
57. Website must not require plugins as a default. Please elaborate.
- o Plugins are acceptable, so long as they do not inhibit the website load time. We would ultimately like to maximize platform compatibility.
58. "The City prefers data to be stored in Microsoft SQL Server (optional) Please elaborate
- o Please provide all options for hosting, onsite/offsite.
59. Question: Will all videos on the new website be hosted with other services (ie. YouTube, Vimeo)?
- o No, we would like to have the ability to use both uploaded videos and videos hosted on other sites.

60. Provide multi-lingual Content Integration with website content translation capabilities in up to five (5) languages.
- Is this a phase 1 request?
 - No.
 - Is this actual translations or will this use an automated service like BabbleFish or Google Translate?
 - Translation software may be utilized
61. Ability for users to securely input various requests for service. Please elaborate
- Users will be able to securely upload questions and/or submitting a form. (Ex: Resumes, booking requests, work shifts, etc.)
62. Provide a search engine solution that will support indexing of all contents within the CMS, as well as, external City website resources." We're unsure what is meant by "search engine" solution. Is this simply making the website SEO (search engine optimization) friendly?
- Yes.